

## CONTRACT

**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

And:

**Media Strategies & Research**  
**11350 Random Hills Rd**  
**Suite 670**  
**Fairfax, VA 22030**

<u>Contract / Revision</u> 544057 /		<u>Alt Order #</u>
<u>Product</u> Kaine for Senate 2012		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u>
<u>Advertiser</u> Kaine/D/Senate		<u>Original Date / Revision</u> 09/21/12 / 09/21/12
<u>Billing Cycle</u> EDM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Local WTKR House	<u>Sales Office</u> Norfolk
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
		<u>Total Ratings</u> 6.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	3	10/22/12	10/28/12	NewsChannel 3 News	5-6am		:30				NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$165.00	0.00			
2	3	10/22/12	10/28/12	NewsChannel 3 News	6-7am		:30				NM	5	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$220.00	0.00			
3	3	10/22/12	10/28/12	CBS This Morning	7-9a		:30				NM	5	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$140.00	0.00			
4	3	10/22/12	10/28/12	CBS Sunday Morning	9-1030am		:30				NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$470.00	0.00			
5	3	10/24/12	10/24/12	Let's Make A Deal 9am	9-10am		:30				NM	1	\$470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$470.00	0.00			
6	3	10/22/12	10/28/12	Price Is Right	11am-12n		:30				NM	0	\$0.00
7	3	10/22/12	10/25/12	NewsChannel 3 News	12n-1230pm		:30				NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M--T---				2	\$210.00	0.00			
8	3	10/22/12	10/26/12	Ellen Degeneres 3pm	3-4pm		:30				NM	2	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W-F--				2	\$270.00	0.00			
9	3	10/22/12	10/28/12	NewsChe 3 News First @ 4p	358-5pm		:30				NM	4	\$1,260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--				4	\$315.00	0.00			
10	3	10/22/12	10/28/12	NewsChannel 3 News	5-530pm		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-T---				3	\$400.00	0.00			
11	3	10/22/12	10/28/12	NewsChannel 3 News	530-6pm		:30				NM	4	\$1,880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MT-TF--				4	\$470.00	0.00			
12	3	10/22/12	10/28/12	NewsChannel 3 News	6-630pm		:30				NM	3	\$1,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision	Alt Order #
544057 /	

Contract Dates	Product	Estimate #
10/22/12 - 10/28/12	Kaine for Senata 2012	

Advertiser	Original Date / Revision
Kaina/D/Senate	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWT---				3	\$590.00	0.00			
E 13	3	10/22/12	10/28/12	7-730pm	7-730pm		:30				NM	2	\$970.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-T---				2	\$485.00	3.00			
E 14	3	10/26/12	10/26/12	Tha Insider	730p-8pm		:30				NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$485.00	0.00			
E 15	3	10/22/12	10/28/12	Thursday Prime	8-9pm		:30				NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$2,100.00	0.00			
D 16	3	10/22/12	10/28/12	Tuesday Prime	9-10pm		:30				NM	0	\$0.00
E 17	3	10/22/12	10/28/12	Wednesday Prime	10-11pm		:30				NM	1	\$1,765.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,765.00	0.00			
E 18	3	10/25/12	10/25/12	Thursday Prime	9-10pm		:30				NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$1,540.00	0.00			
E 19	3	10/22/12	10/28/12	Sunday Prime	8-9pm		:30				NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Waak</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$1,275.00	0.00			
E 20	3	10/22/12	10/28/12	Late News (M-F)	11-1135p		:30				NM	5	\$3,775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$755.00	0.00			
E 21	3	10/22/12	10/28/12	Late News (Sa-Su)	11-1135p		:30				NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Waak</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$295.00	0.00			
E 22	3	10/22/12	10/28/12	Late News (Sa-Su)	11-1135p		:30				NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S				1	\$295.00	0.00			
E 23	3	10/22/12	10/28/12	Late Night with David Letterman	1135pm-1237am		:30				NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-W-F--				3	\$165.00	0.00			
V 24	3	10/22/12	10/28/12	Price Is Right	11am-12n		:30				NM	3	\$1,695.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	M-W-F--				3	\$565.00	0.00			
<b>Totals</b>											6.00	55	\$25,325.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	55	\$25,325.00	\$21,526.25
<b>Totals</b>	55	\$25,325.00	\$21,526.25

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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